

Message Text

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PAGE 01 BERLIN 04334 010620Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----124603 020736Z /11

R 301614Z JUN 78
FM AMEMBASSY BERLIN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7697
AMEMBASSY VIENNA

UNCLAS BERLIN 04334

E.O. 11652: N/A
TAGS: BEXP, GE
SUBJ: TRADE PROMOTION SCHEDULE: FY 1980

REF: USDOC 9030

1. THERE FOLLOW EMBASSY'S COMMENTS IN REPLY TO REFTEL
REQUEST FOR OUR REACTION TO FY 1980 TRADE PROMOTION
THEME PROPOSALS.

2. 1980 LEIPZIG SPRING FAIR: EMBASSY AGREES THAT
A HIGH TECHNOLOGY THEME WOULD PRESENT GREAT COMMERCIAL
INTEREST TO GDR BUYERS. WE THINK IT WOULD BE DESIRABLE,
IN ADDITION, THAT THEME SELECTED BE ONE WHICH SERVES
TO INTRODUCE, IF POSSIBLE, NEW-TO-MARKET OR FIRMS
RELATIVELY LESS KNOWN IN GDR MARKET RATHER THAN
PROVIDING A PROMOTION VEHICLE FOR FIRMS ALREADY
INTRODUCED TO MARKET AS, FOR EXAMPLE, THE MAJOR
INSTRUMENTATION MANUFACTURERS. RECOGNIZING THE OBVIOUS
LIMITS IMPOSED BY EXPORT CONTROL CONSIDERATIONS, WE
BELIEVE IT WOULD BE DESIRABLE TO STUDY WHETHER IT WOULD
BE POSSIBLE TO MOUNT A SHOW OF TECHNICAL INTEREST AND
COMMERCIAL SIGNIFICANCE WITHIN THE BROAD AREA OF
MICROELECTRONICS, A THEME REPEATEDLY DESCRIBED IN
INTERNAL GDR ECONOMIC POLICY DELIBERATIONS AS CRUCIAL
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TO SECURING THE DESIRED INCREASE IN NATIONAL PRODUCTIVITY.
ANOTHER GDR INTEREST FREQUENTLY MENTIONED BY TRADE
OFFICIALS IS WHAT THEY CALL "THE THIRD STAGE OF
METALLURGY" BY WHICH WE BELIEVE THEY UNDERSTAND
SMELTING AND CASTING AS FIRST STAGE, ROLLING AND
SHAPING AS SECOND STAGE, AND FINISHING AND FORMING
AS THIRD STAGE.

2. WE DO NOT RULE OUT POSSIBLE VALUE OF A SHOW ON COMPUTERS OR RELATED EQUIPMENT. OUR GENERAL IMPRESSION IS, HOWEVER, THAT MAJOR MANUFACTURERS ARE WELL CONNECTED IN THE GDR AND NOT IN NEED OF OFFICIAL U.S. SUPPORT. IN RESPECT TO COMMUNICATIONS EQUIPMENT, WE ARE NOT AWARE OF PARTICULAR GDR INTEREST IN THIS THEME.

3. IN RESPECT TO SUGGESTED TSS THEMES IN REFTTEL, WE HAVE DIVIDED THEM INTO THREE CATEGORIES: THEMES IN OUR JUDGEMENT OF POTENTIALLY STRONG INTEREST, THEMES OF LESS STRONG INTEREST, AND THEMES OF NO INTEREST. THERE FOLLOW LISTS OF THE FIRST TWO CATEGORIES:

A. POTENTIALLY STRONG INTEREST:

- (1) CHEMICAL ANALYTICAL EQUIPMENT
- (2) MATERIALS TESTING EQUIPMENT
- (3) MINI-COMPUTER APPLICATIONS
- (4) PROCESS CONTROL EQUIPMENT
- (5) METALLURGICAL PROCESS EQUIPMENT

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- (6) GEOPHYSICAL EXPLORATION EQUIPMENT
- (7) NEW CONSTRUCTION TECHNIQUES
- (8) CONSTRUCTION MATERIALS PRODUCTION EQUIPMENT

B. OF POTENTIAL INTEREST:

- (1) CONTAINERS AND PACKAGING
- (2) MEDICAL EQUIPMENT
- (3) INDUSTRIAL SAFETY
- (4) NEW METHODS OF ENERGY CONVERSION

4. IN ADDITION TO FOREGOING, EMBASSY SUGGESTS FOLLOWING THEMES WHICH WE WOULD PROPOSE BE CONSIDERED AS OF POTENTIALLY STRONG INTEREST, I.E., OF EQUAL RANK WITH GROUP A ABOVE:

- (1) INSTRUMENTATION AND CONTROL EQUIPMENT FOR ENERGY CONSERVATION

(2) COMPUTER-ASSISTED MANAGEMENT SYSTEMS

(3) AUTOMATED WAREHOUSING AND MATERIALS
HANDLING

(4) RECYCLING OF SECONDARY RAW MATERIALS
BOLEN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BERLIN04334
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780273-0190
Format: TEL
From: BERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978065/aaaaadud.tel
Line Count: 124
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a5bd5087-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2317926
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION SCHEDULE: FY 1980
TAGS: BEXP, GC
To: COM
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/a5bd5087-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014